

CLAIMS

What is claimed is:

1. A method for updating user profiles comprising:
identifying sets of user profiles of a plurality of user profiles, each set identified according to at least one common interest among user profiles of a set; and
notifying other user profiles of a set when one common interest profile has an update to the common interest.
2. The method as set forth in claim 1, wherein identifying comprises linking user profiles having at least one common interest.
3. The method as set forth in claim 1, wherein a common interest is selected from the group consisting of types of programs, genre and content of programs.
4. The method as set forth in claim 1, wherein notifying comprises sending a message informing users of the other user profiles of the update.
5. The method as set forth in claim 4, further comprising each of the users of the other user profiles selecting whether the update is to occur.
6. The method as set forth in claim 1, wherein notifying comprises automatically updating the other user profiles with the update.
7. A computer readable medium comprising instructions which when executed in a processing system performs a method for updating user profiles comprising:
identifying sets of user profiles of a plurality of user profiles, each set identified according to at least one common interest among user profiles of a set; and

notifying other user profiles of a set when one common interest profile has an update to the common interest.

8. The computer readable medium as set forth in claim 7, wherein identifying comprises linking user profiles having at least one common interest.

9. The computer readable medium as set forth in claim 7, wherein notifying comprises sending a message informing users of the other user profiles of the update.

10. The computer readable medium as set forth in claim 9, further comprising each of the users of the other user profiles selecting whether the update is to occur.

11. The computer readable medium as set forth in claim 7, wherein notifying comprises automatically updating the other user profiles with the update.

12. An apparatus comprising:
a plurality of user profiles, the user profiles identifying at least one interest of a corresponding user;
an interest evaluation engine, the engine identifying sets of user profiles of the plurality of user profiles, each set identified according to at least one common interest among user profiles of a set and notifying other user profiles of a set when one common interest profile has an update to the common interest.

13. The apparatus as set forth in claim 12, further comprising links establishing the sets of user profiles, the links identified according to the corresponding common interest.

14. The apparatus as set forth in claim 12, wherein the interest evaluation engine notifies by sending a message informing users of the other user profiles of the update.

15. The apparatus as set forth in claim 14, further comprising an input device enabling users of the other user profiles to select whether the update is to occur.

16. The apparatus as set forth in claim 7, wherein the interest evaluation engine notifies by automatically updating the other user profiles with the update.

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